

CLAIMS

1. A gravure printing method in which a plurality of colors are printed to be overlapped under an application of a plurality of printing rolls characterized in that in at least any one of the rolls, cells corresponding to letters or lettering images or the like requiring a dark ink concentration are formed by an AM screen, cells corresponding to photographic images expressed by a gradation or some fine lines are formed by a FM screen ranging from a highlight portion to a shadow portion, or formed in such a way that the portion ranging from the highlight portion to the halftone portion is the FM screen, the grid-shaped AM screen is gradually mixed from the halftone portion and the AM screen is completely formed at a region of the shadow portion.

2. A gravure printing method in which a plurality of colors are printed to be overlapped under an application of a plurality of printing rolls characterized in that in a printing roll for performing a printing operation requiring a dark ink concentration, the cells are formed by the AM screen, in a printing roll for performing a printing operation of photographic images expressed by gradation and some fine lines, the cells of the FM screen are formed ranging from the highlight portion to the shadow portion, or the cells of the FM screen are formed ranging from the

highlight portion to the halftone portion and the grid-shaped AM screen is gradually mixed from the halftone portion and the AM screen is completely applied at the region of the shadow portion.

3. A gravure printed item characterized in that the same is printed by the gravure printing method according to Claim 1 or Claim 2.